

Product Plan

Product ID 2014-06-13-08-36-35

Product Stakeholders

Product manager(s)

Andy Kirby / Jim Hansen

Publishing services partner (PSP)

Mike Card

Other (specify)

Product

Product name

Provo City Center Temple Murals

Sponsoring department

Temples & Special Projects

Annual Publishing Plan Information

This product is included in the approved annual publishing plan

☐ Yes ☒ No

If no, please explain how this product will be funded (e.g., new/expanded funding, and so on).

The project will be funded directly by Special Projects Department. PSD is tracking expenses and will invoice Special Projects Department for expenses incurred.

Executive Summary

Product Overview

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.

This project is being setup to facilitate the creation of the painted murals for the Provo City Center Temple. The purpose is to allow the use of the facilities and personnel at the LDS Motion Picture Studio as an art studio for the painting of the wall murals. Expenses for the MPS support will be tracked through the PSD project and invoiced back to Special Projects Department.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).

Deliverables include several hand-painted wall murals to be painted at the MPS campus. Success will be measured by an on-time delivery of the murals to the Provo City Center Temple. The delivery is projected to be 4/29/2015.

Key Message

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.
n/a

List any related Church products that have a similar purpose.

n/a

Types of content and deliverables (check all that apply, and include a description)

☐ Doctrinal study (scripture, prophetic word, etc):

☐ Support (training, information, etc.):

☐ Inspiration (simplified, bite-size doctrine):

Key Milestones

List key product milestones, including approval dates, launch dates, and so on.

Projected installation date of the murals is 4/29/2015.

Cost Estimates

Content development cost for the current year

\$ 37,737.00

Maintenance cost for the current year

Hard cost for future years

Hard cost for the current year

Content development cost for future years

\$ 3,400.00

Maintenance cost for future years

Estimated product cost for five years

\$ 41,137.00

Product Plan—continued

Executive Summary

Medium

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

DVD <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	ePub <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Exhibit <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Kiosk <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Manual <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Mobile app <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Presentation <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Social media account <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Video (animated or live) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Web app <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Website <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	

Other (specify)

Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

<input type="checkbox"/> Broadcast	<input type="checkbox"/> General conference	<input type="checkbox"/> <i>Liahona</i>	<input type="checkbox"/> Newsroom
<input type="checkbox"/> Deseret Book	<input type="checkbox"/> Gospel Library	<input type="checkbox"/> Mobile	<input type="checkbox"/> Seminaries and Institutes of Religion website
<input type="checkbox"/> Distribution Center	<input type="checkbox"/> Kiosk, exhibit, or visitors' center	<input type="checkbox"/> Mormon.org	<input type="checkbox"/> Social media
<input type="checkbox"/> <i>Ensign, Friend, or New Era</i>	<input type="checkbox"/> LDS.org	<input type="checkbox"/> Mormon Channel	<input type="checkbox"/> Theater (small or large)
<input type="checkbox"/> FamilySearch.org	<input type="checkbox"/> Learning Management System (LMS)	<input checked="" type="checkbox"/> Other: <u>Provo City Center Temple only</u>	

Content and Message Plan

Translation

This product will be translated into multiple languages <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes (specify below): <input type="checkbox"/> Introductory Phase <input type="checkbox"/> Phase 1 <input type="checkbox"/> Phase 2A <input type="checkbox"/> Phase 2B <input type="checkbox"/> Other languages (list): _____	Translation details <input type="checkbox"/> Dubbing <input type="checkbox"/> World report dubbing <input type="checkbox"/> Closed captions <input type="checkbox"/> Subtitles
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Audience

How many people do you expect to reach with this product?

n/a

Audience demographics (check all that apply)

☐ General Church membership ☐ Nonmembers ☐ Inactive members ☐ Internal, operational use only ☐ Opinion leaders

Age demographics (if applicable)

☐ Adults (ages 30+) ☐ Young adults (ages 18–30) ☐ Primary children (ages 3–12) ☐ Youth (ages 12–18)

☐ Segment A ☐ Segment B ☐ Segment C ☐ Segment D ☐ Segment E

☒ Other (specify): Temple only

Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

n/a

Who will conduct any additional audience research?

n/a

Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness.

n/a

Product Plan—continued

Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

n/a

Indicate how frequently these measurements will be reported and to whom they will be reported.

n/a

Maintenance Plan

Describe the ongoing maintenance needs for the product.

n/a

Indicate how often this content will need to be revised or updated.

n/a

Indicate how stakeholders will be notified of changes.

n/a

Describe the product's retirement plan.

n/a

Help Plan

Describe how the audience will get help using your product

n/a

Describe who will be primarily responsible for maintaining any help content

n/a

Will this product be supported by the GSC?

☐ Yes ☒ No

Product Plan—continued

Flexibility Matrix Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Scope (feature set)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Sponsoring Department Approval

Signature of sponsoring department managing director	Date
	6.25.14

Correlation Approval

Signature of Director of Correlation Evaluation	Date
	

CSC Approval

CSC minute entry number	Date